Bed and Breakfast Inns of Missouri

BBIM Website User Manual

Your source for managing your BBIM listing and other BBIM website information

BBIM Web Administration -- web@bbim.org
11/19/2015

BBIM Website User Manual

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BBIM Website User Manual

Glossary of Terms

BBIM Website – The BBIM Website is www.bbim.org and is hosted by Acorn Internet Services.

City Page – This is a web page on the BBIM website that describes a city in Missouri that is associated with BBIM member inn(s). The page contains the city description, a Google® map with push pins locating BBIM member inns associated with that city, and a list of those member inns. Each listing contains a small (thumbnail) photo, the inn name, address and phone number(s). The inn name is linked to the inn's BBIM Member Page. The City Page is "marketed" on the various Internet search engines. To be listed on a city page, choose that city as your primary city, secondary city, third city or fourth city.

Innkeepers' Area – This is an area that contains general information about BBIM that is of interest to the BBIM member innkeeper. It is accessible from your Member Area. It is hosted for the most part on www.bbim.net.

Member Area – This is an area on the BBIM website that contains your member information. It also allows you to enter specials and events, manage your guest comments, access the Innkeepers' Area, view BBIM webpage statistics, and add your inn on the Inn for Sale list. Your member area is secured and requires your username and password to gain access.

Member Page – This is your web page on the BBIM website that the guests see. It contains your photos and information about your inn. There is an email button for guests to send you requests and questions via email. There may also be a link to your independent website (not located on a commercial guide or directory) and a link to your online reservation system as well as links to your social media sites (e.g., your blob, Facebook®, Twitter®, Pinterest®, Google+®).

Registered Trademarks

The BBIM logo is a registered trademark of Bed and Breakfast Inns of Missouri and can only be used by members in good standing.

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BBIM Website User Manual

How to manage your member information

Signing into your Member Area of BBIM.org:

To sign into your Member Area of the BBIM website (www.BBIM.org), click on the MEMBER LOGIN in the upper right corner of any page on the website. When prompted, enter your User Name and Password. See Password Maintenance below if you have forgotten your user name and/or password.

Once in the Member Area, you have several choices on the left side of the screen:

<< LOGOUT >>

INN UPDATES
- Inn Data
- Specials
- Guest Comments
- Events
- Inn for Sale

INNKEEPERS' AREA
- Enter

REPORTS
- Inn Full Page
- Inn Thumbnail
- Cities
- Attractions

INN UPDATES – Inn Data

This is where you control the information on your BBIM member page. Please review this information periodically to ensure it stays accurate and current. Your guest's expectations are based on this information.

Password maintenance

Everyone is initially assigned a temporary password. If you have never changed your password, please change it to something you can remember and is unique to you.

If you forget your user name and/or password, send an email (from your email address on record if possible) to web@bbim.org and identify yourself ("My name is Jane Smith of the Romance

Lake B&B") so that the BBIM Web Administrator knows the request is coming from you and not an unauthorized person. Your username and password will be sent back to you.

Determining your primary and secondary cities

Your primary city should be within 25 miles of your inn. Your secondary (second, third and fourth) cities may be at any distance from your inn. Each of the cities must be chosen from the drop down menu of cities. Each of these cities has a City Page on the BBIM website and is "marketed" on the Internet to the various search engines. There is an additional charge if you would like a new city added (other than a primary city for new members).

To standardize the method of calculating distances, they must be accurate using the Google® Maps distance from **your address** to the **center of the city**. To use Google® Maps, go to www.maps.google.com, enter our inn name or address, click Directions (

) and enter your primary or secondary city name as a starting point to show possible routes. You may choose any of the routes Google® Maps provides or create one of your own if you know an acceptable shorter route. Use the mileage provided by Google® Maps. Decimals entered will be rounded.

Whether one does secondary listings depends on a lot of things. You will be listed below those inns that have a primary listing in that town, with the distance shown. You also don't want to be misleading to possible guests, so if you are at a distance you want the travel to be easy. Also, if your market is strictly people coming to a destination city, you may not want other cities. If your market is broader, then you'd want to consider other cities.

Adding a new city

If you would like to set your primary or secondary city to a city that is not in the drop down list, send a request to BBIM Web Administration (web@bbim.org). You will receive instructions on what is required to create a new BBIM city. There is a cost associated with creating a new city because this must be done by our website hosting company. There is more to it than just adding the city to the list. A new City Page must be created and marketed to the internet search engines.

Setting your GPS coordinates

The GPS coordinates are used to place your pushpin on the Google maps on your City Page and your Member Page. To determine your GPS coordinates, follow these instructions:

- Go to the following link (http://itouchmap.com/latlong.html)
- Put in your address.
- If the marker isn't in the right place, drag the marker to your location.

- Once the marker is in the right place, click on the dot and read the GPS coordinates.
- Copy the **decimal number** for latitude and paste it into your member information page; do the same for longitude (make sure you include the minus sign).

E-mail

Be sure to enter your email address if you wish your guests to communicate with you via e-mail.

Website

This is the place to enter the URL for your website. **Include the http:// as part of the URL.** Be sure to test the URL once you have saved it by going to your BBIM member page and clicking the View Inn's Website link.

Online Reservation URL

This is the place to enter the URL for your online reservation system. **Include the http:// as part of the URL.** Be sure to test the URL once you have saved it by going to your BBIM member page and clicking the Check Availability link. If you have trouble with the URL, consult with your online reservation system provider.

Social media links

You may provide the URLs for your social media sites, including your blog, Facebook®, Twitter®, Google+® and Pinterest®.

Description

This is where you provide a detailed description of your inn and what a guest can expect when they stay at your inn. Be sure to be accurate and don't be misleading. You may use HTML tags to create paragraphs and emphasize words. Please do not use HTML to change the overall look from that of the rest of the BBIM website (e.g., font type, size or color).

Attributes of your inn

Check the appropriate boxes under the Routes, Setting, Amenities, Payment Methods, Discounts, Snacks and Activities sections to indicate the items that pertain to your inn.

Saving your changes

To save your changes, scroll down to the bottom of the page, and click the Update Record button.

INN UPDATES – Specials

This is where you can advertise your inn's specials. Click the Add New button to add a new special; click Edit next to an existing special to change a special; click the Delete button to remove a special.

Specials are categorized, such as Romance Packages, Murder Mystery Weekends, Weddings or Business Retreats. Each special has a start date; the end date is optional. The short description becomes the Title in the Special List. Be sure to click the Add Special or Update Special button to add or update your special.

INN UPDATES – Guest Comments

You may receive an email saying a guest has left a comment about your inn. This is where you can view and manage comments that your guests have written to and about you. The list shows the date the comment was submitted and the guest's first name. Click Edit to the right of a comment to view the full comment information, including the guest's city and state, date of stay and comment text. If you approve the comment, click the Approved box at the top and click Update Guest Comment at the bottom to save the approval. Only approved comments will be posted live on your BBIM Member Page.

INN UPDATES – Events

This is where you can list events that are happening in your area that your guests can enjoy. Click the Add New button to create a new event. Click Edit to make changes to an event and click the Delete button to permanently remove the event.

Tip: Typically, events have start and end dates. For recurring annual events, reuse your entries by simply change the start and end dates to next year once the event has passed for the current year. It is a good idea to also review the description and verify the website address is still active.

Note: Events are ***not*** such things as specials that your onsite restaurant may be offering or massages you may be hosting. Generally, events are happenings that are offered by third parties, such as festivals.

INN UPDATES – Inn for Sale

This is where you can advertise your inn for sale on the BBIM website. Click the Add New button to add your information. Click Edit to make changes to your listing and click the Delete button to permanently remove your listing. **Include the http:// as part of the web site URL.** The website URL may be a link to your agent's website.

In addition, you may also buy a banner ad on the Inns For Sale page. On the Inns For Sale banner ad on the Inns For Sale page there is a link to the **Terms and Conditions**. To purchase an Inns For Sale banner ad, send a request to web@bbim.org.

INNKEEPERS' AREA

After logging into your Member Area, on the left side there is a link to the Innkeepers Area. Click the - Enter link.

Once in the Innkeepers Area, lots of information about BBIM is available to you. Here are just a few of the items available:

- Board members, officers and their contact information
- Member programs
- Marketing programs
- Forms and applications
- BBIM Gift Certificate redemption information and link
- BBIM dues payment information
- BBIM Bylaws, minutes and newsletters
- BBIM Website User Manual
- BBIM Inspected and Approved Logo Widget instructions

BBIM Gift Certificate redemption

Near the top of the Innkeepers Area, there is a link that says "To redeem Gift Certificates, Click Here". Click this link to go to the BBIM Gift Certificate Redemption website to redeem BBIM Gift Certificates your guests have presented you for full or partial payment for their stay with you.

REPORTS/STATISTICS

Reports give you information and statistics on how many times various pages on the BBIM.org website are viewed by a visitor to the site.

REPORTS – Inn Full Page

This report shows the total number of times an inn's detail page was viewed by a visitor. Enter the month and year. The report includes the month entered. For example, if the start month was 3, the start year was 2009, the end month was 4 and the end year was 2009 then the report would show the total number of times the inn's detail page was viewed for the months of March and April for the year 2009.

REPORTS – Inn Thumbnail

This report shows the total number of times an inn's thumbnail data was viewed by a visitor. Enter the month and year. The report includes the month entered. For example, if the start month was 3, the start year was 2009, the end month was 4 and the end year was 2009 then the report would show the total number of times the inn's thumbnail data was viewed for the months of March and April for the year 2009.

REPORTS – Cities

This report shows the total number of times a city page was viewed by a visitor. Enter the month and year. The report includes the month entered. For example, if the start month was 3, the start year was 2009, the end month was 4 and the end year was 2009 then the report would show the total number of times a city page was viewed for the months of March and April for the year 2009.

REPORTS – Attractions

This report shows the total number of times an attraction page was viewed by a visitor. Enter the month and year. The report includes the month entered. For example, if the start month was 3, the start year was 2009, the end month was 4 and the end year was 2009 then the report would show the total number of times an attraction page was viewed for the months of March and April for the year 2009.

BBIM Member Page Photos

Your BBIM member page contains three photos of your choosing to represent your inn. They include two rectangular landscape oriented photos (roughly twice as wide as tall) and one roughly square photo. **When shooting or selecting your photos, keep in mind these proportions and orientations. Your photos will not likely match precisely these requirements, so please allow for cropping with composing your photos**. BBIM Web Administration will crop your photos as necessary, but will do no other photo editing.

Replacing existing photos

You may request that one or more of your three photos be replaced. There is no cost to replace your photos. Photos must be at least two years old before a replacement photo will be allowed unless the replaced photo no longer significantly represents the subject.

Email your photo(s) to BBIM Web Administration (web@bbim.org) with an explanation of which photo goes in which position (upper left, upper right, lower right).

Once the photos with instructions are received, BBIM Web Administration will process your photos. You'll be notified when they are online. Please allow two weeks for the changes to appear as BBIM Web Administrators are volunteers. We are innkeepers like yourselves and our guests come first.

Adding a second set of photos

You may have a second set of photos which can be rotated in for the current set. For example, if your current photos represent the warm summertime, your second set might represent winter with beautiful snow outside your inn and a warm cozy fire in the fireplace inside.

To add a second set of photos to the photo repository on the BBIM web server, email your photos to BBIM Web Administration (web@bbim.org). Indicate that these photos are to be used as your second set of photos and which photos goes in which position (upper left, upper right, lower right).

Swapping photo sets

Once we've got your second set of photos "waiting in the wings" simply send an email to BBIM Web Administration (web@bbim.org) with instructions to swap your photos. We'll allow you to swap them twice per year.

Attractions

The BBIM website lists attractions that are of interest to guests. These attractions are maintained by the BBIM Web Administrator, with the assistance of the BBIM members. If you know of an attraction that is not listed but should be, send an email to web@bbim.org with the following information: Attraction Name, Website, and a short description of the attraction.

Likewise, if you see an attraction that needs changing or deleting, send an email to the BBIM Web Administrator at web@bbim.org with what needs to be changed or deleted.

BBIM on Social Media

BBIM has a blog and a Facebook page. Members are encouraged to post comments on the Facebook page about what's going on in their areas. BBIM blog posts are automatically added to the home page of the BBIM website and to the BBIM Facebook page. Members who are interested in helping keep content fresh may request approval to post directly to the blog. To request approval, send an email to web@bbim.org. If you are a social media person, here's your chance to help your organization, your fellow innkeepers and your inn!

BBIM Inspected and Approved Logo on your website

As a BBIM member in good standing, you are required to proudly display the BBIM Inspected and Approved Logo on your website. This is your BBIM Badge of Honor. Adding the logo is done using the BBIM Inspected and Approved Logo Widget. For instructions, refer to the BBIM Inspected and Approved Logo Widget document found in the Innkeepers Area.

Remember, you are expected and required to display the BBIM logo on your website and include a link back to BBIM.org.

Also remember that only BBIM members in good standing may display and use the BBIM logo. If you drop your membership for any reason, you must remove the BBIM logo from your website and anywhere else you are displaying or using it.

Useful BBIM email addresses you should know

You can reach key BBIM representatives by using the following email addresses:

President	president@bbim.net
Membership	join@bbim.net
Administrator	admin@bbim.net
Quality Control	qc@bbim.net
Gift Certificates	gifts@bbim.org
Web Administrator	web@bbim.org

Still have a question?

If this document doesn't answer all of your questions about BBIM's website (www.bbim.org) and managing your inn's information on the site, send an email to web@bbim.org and we'll be happy to help answer your questions.

The BBIM Web Administration team

Summary of Changes

- 5/20/2015
  - Updated BBIM Logo and website installation instructions
  - Added “Useful BBIM email addresses you should know”
  - Updated “Changing your photos” section
  - Added “Adding a new city” section
  - General review and updates
- 2/28/2013
  – Updated “Changing your photos” section with new procedures
  – Updated “Determining your primary and secondary cities”
- 11/14/2012
  – Changed BBIM mailing address and added “Summary of Changes”